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## ENhANCE website and social media sites (first version)

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<b>Abstract</b>	This report describes the ENhANCE project website, focusing on the first release.
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<b>Keywords</b>	Website, Social media, Dissemination, Requirement Analysis
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## 1. Executive summary

This deliverable (D7.2.2) is a public document of the ENhANCE Project, produced in the context of WP7 (Dissemination, exploitation and sustainability), Task 7.2 (Project website and social media sites). The main purposes of WP7 are:

1. to raise awareness about the project's rationale and results among the relevant stakeholders,
2. to coordinate and carry out several targeted dissemination and outreach activities at EU and national level in order to ensure buy-in,
3. to promote the use of the outcomes of the project by the partners of the Alliance and other stakeholders (including its assessment),
4. to define appropriate activities and plan to guarantee the sustainability of the results and benefits achieved by the Alliance.

Within Task 7.2, a dedicated website for dissemination and communication purposes has been produced at the beginning of the project and will be updated throughout the project, including updated information about the project, news, events, and materials. The website is available online and can be accessed at <https://www.enhance-fcn.eu/>.

D7.2.2 is a formal update on the implementation status of the project website and social media sites (first version) at project Month 7 (July 2018). In particular, it provides an overview of the project activities corresponding to Task 7.2 and the next steps. D7.2.2 is fed by D7.2.1, with title "Requirement Analysis", which was the output of the project website and social media sites requirement analysis phase at project Month 2 (February 2018). For that reason, the content and the facilities currently implemented and included in the website are based on the requirement analysis carried out.

## 2. Introduction

This deliverable (D7.2.2) is a public document of the ENhANCE Project, produced in the context of WP7 (Dissemination, exploitation and sustainability), Task 7.2 (Project website and social media sites). The main purposes of WP 7 are:

1. to raise awareness about the project's rationale and results among the relevant stakeholders,
2. to coordinate and carry out several targeted dissemination and outreach activities at EU and national level in order to ensure buy-in,
3. to promote the use of the outcomes of the project by the partners of the Alliance and other stakeholders (including its assessment),
4. to define appropriate activities and plan to guarantee the sustainability of the results and benefits achieved by the Alliance.

In particular, D7.2.2 is a formal update on the implementation status of the project website and social media sites (first version) at project Month 7 (July 2018). The purpose of this deliverable is to describe the work carried out, starting from what was defined in deliverable D7.2.1, with the title "Requirement Analysis", which was the output of the project website and social media sites requirement analysis phase at project Month 2 (February 2018). For that reason, the content and the facilities currently implemented and included in the website are based on the requirement analysis carried out. Furthermore, D7.2.2 provides an overview of the project activities corresponding to Task 7.2 and the next steps.

### 2.1 Background

D7.2.1 presented a description of the project website and the social media sites used for project communication and dissemination, focusing on the system requirements of the ENhANCE project website (functional and non-functional requirements).

Within the context of this document (Deliverable D7.2.2), the "List of ENhANCE project website requirements" presented in D7.2.1 (Annex 1) is used as a validation checklist for the self-assessment of the implementation of the ENhANCE project website requirements (see 7 - Annex 1. List of ENhANCE project website requirements - checklist).

The aforementioned list guided the implementation of the first release of the project website and will inform the specification phase in the next deliverable (D 7.2.3), providing the developers with clear and specific guidelines for the implementation of the project website.

At present, it was not necessary to modify the list as it was originally defined. Particular attention was given, in this first phase of implementation of the website (from M1 to M4, and then to M7), to meet the requirements identified as mandatory (M) in the list (see Table 1).

**Table 1: ENhANCE Project website's mandatory requirements**

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#### 1.0 - Content management policy

1.01 - The project website shall support the creation and modification of user roles, content and approval permissions.

1.02 - The project website shall support processes for web content planning and

scheduling, creation, drafting, reviewing and editing, publishing, updating, archiving, and deleting.

1.03 - The project website shall support the tracking of the actions by users who are authorized to manage (insert, update, delete, sort) the content in specific areas.

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## 2.0 - User access/login policy

2.01 - The project website shall implement user access management control measures in order to guarantee privacy protection, security and confidentiality.

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## 6.0 - Domain

6.01 - The project website's domain shall be chosen also considering aspects related to the SEO mechanisms.

6.02 - The project website's domain shall be renewed annually, as long as necessary for the project.

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## 11.0 - Legal

11.01 - The identity of the project website shall be clearly displayed on the project website.

11.02 - Contact details (electronically or not) shall be displayed.

11.03 - The "terms of use" and "privacy" policies shall be published on the project website.

11.04 - The project website shall clearly display 1) the EU Disclaimer clearly acknowledging the EU's support and 2) the Erasmus+ logo and mention "Co-funded by the Erasmus+ Programme of the European Union".

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## 12.0 - Security

12.01 - Content of the server/VMs as well as of the project website shall be on regular backup schedule.

12.02 - Hardware abstraction provided by Virtualization Technologies shall ensure that the backup system images can be restored on different hardware.

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The final version of the list – along with the self-assessment checklist - will be presented at month 36 and it will be keeping track of the results, observations and notes of the final release of the ENhANCE project website and social media sites, as shown in Table 2.

**Table 2: Task 7.2 deliverables: an overview**

Deliverable	Month	Current status
D7.2.1 - Requirement analysis	2	Delivered (28/02/2018)
D7.2.2 - ENhANCE website and social media sites of the project - initial version	7	<i>This document</i>
D7.2.3 - ENhANCE website and social media sites of the project - final version	36	--

Moreover, the “List of ENhANCE project website requirements” has been used as a basis for nurturing the process of identifying and defining project specific website’s success criteria (see Table 3 in section 3. Project Website) to be used as:

1. monitoring and assessment tool for an iterative process of development and enhancement of the project website (Boehm, 1988; Boehm & Hansen, 2000),
2. signs that help to measure project’s progress and performance toward specific goals in disseminating and exploiting project results.

These criteria are quantitative indicators (such as benchmark indicators and key performance indicators) that will be used to monitor and will be of help in fine-tuning the performance of the project website.

## **2.2 Purpose and structure of this document**

As already mentioned, this document is aimed at formally updating on the implementation status of the project website and social media sites (first version) at project Month 7 (July 2018). In particular, it provides an overview of the project activities corresponding to Task 7.2 and the next steps.

Thus the document is structured as it follows:

- Section 3 describes the scope and the objectives of the ENhANCE Project website. A specific sub-section is dedicated to the definition of the success criteria and their description in terms of indicators with relative thresholds. After this, a detailed description of the structure of the project website (sections and subsections) is provided.
- Section 4 describes the scope and the objectives of the social media sites that will be used for project communication and dissemination, and their integration with the project website;
- Section 5 describes the roles, responsibilities and activities of the ENhANCE Project’s partners with regard to the website and social media sites;
- Section 6 presents a short discussion of the main results and the next steps.

### 3. Project Website

A dedicated website for dissemination and communication purposes has been developed at the beginning of the ENhANCE Project (January 2018 - April 2018) and launched under the leadership of the ENhANCE's Alliance.

In particular, the Alliance has worked collaboratively on the elaboration and validation of the main sections of the website and its contents (see Section 0), as well as with the translation into different languages (see Section 3.3.10).

An initial version of the project's website has been delivered by the end of Month 4 (April 2018). The official version is finished by the end of Month 7 (July 2018). This official version will be updated throughout the project, including updated information about the project, news, events, and materials. Moreover, for the remaining month of the project, the website will be maintained and may be revised if any new requirement possibly arises.

The website is available online and can be accessed at <https://www.enhance-fcn.eu/>.

#### 3.1 Scope

The ENhANCE project website will be developed with the main purpose of sharing the project scope, objectives, activities and results beyond the project's Alliance and therefore enabling a wider community to benefit from the project findings and tools.

As a fundamental dissemination and exploitation vehicle, the project website is dynamic and fulfils more than just a simple informative role. More specifically it is designed to:

- be the source of information concerning project's scope, activities, and outputs,
- raise awareness about the project's rationale and implementations among relevant stakeholders, and
- facilitate dissemination and exploitation project's results by opening dialogues between the project's Alliance and a wider audience.

#### 3.2 Objectives and success criteria

Specific objectives of the project website have been identified, as follows:

- to provide information about the project scope by describing the project objectives, methodology, activities, participating organisations and funding programme;
- to share the project tools and outputs by ensuring a wide and direct access to the project deliverables;
- to widely disseminate project-related events and news via the website news section and newsletter (mailing list);
- to act as a contact point between the project participating organisations and the wider community via the contact form and social media channels.

Based on that, specific success criteria for monitoring the project website's success towards the fulfilment of the objectives have been preliminary identified. In particular,

those criteria have been declined into indicators – both numerical/quantitative and qualitative – which will allow us to better monitor and measure the performance of the project’s website (Table 3) during its lifecycle.

**Table 3: ENhANCE project website’s success criteria**

Success criteria	Monitoring Indicators
<b>Website Go-Live Date</b>	Date
<b>Look Professional</b>	Feedback from the Stakeholders
<b>Website traffic</b>	Number of site views/visits
	Number of pages/visit
	Number of visits/country
	Number of visits/language
<b>Share Information/Knowledge</b>	Number of links clicks
	Number of shared content
	Number of sign-ups to the mailing list
	Number of downloads (resources)
<b>Answer Questions</b>	Number of enquiries and replies (via contact forms, social media, etc.)
<b>Update Material</b>	Number of site updates

The use and traffic of the project website will be regularly monitored using web analytics services/platforms (such as Google Analytics and Matomo - formerly Piwik) and/or specific WordPress plugins for analytics and statistics. The collected data will be analysed and exploited in order to maximize the impact of the project website in terms of visualization, in accordance with what is defined in reference to the broader project’s dissemination strategy (in particular, see D7.1.1 – Section 3.5.1.1).

### 3.3 Structure of the project website

#### 3.3.1 Overview

The ENhANCE Project website presents the project and support dissemination activities. Project’s presentation contains all information regarding both project’s proposal and running. Such info contains project’s description, presentation of the partners, announcements, upcoming events, news, agendas, and reports.

For supporting dissemination activities, the website is enriched with adequate tools, depending on dissemination strategies planned in the project’s context. Multiple languages are supported and multi-device accessibility as well.

Main purposes of the project websites in terms of dissemination, exploitation and sustainability of the project are successfully supported:

- raise awareness about the project’s rationale and results;
- promote the outcomes of the project;
- contribute to project’s dissemination.

### **3.3.1.1 Compliance with requirement analysis**

Implementation has been done according to the specifications with respect to the topics referred in the deliverable D7.2.1 of Requirement Analysis (appearance, design elements, functionality, usability, users' authorization policy, etc.) and it is based on one of the most well-known open-source content-management framework called WordPress (<https://wordpress.org>).

The current website implementation supports the creation and modification of user roles, content and approval permissions and includes processes for web content planning and scheduling, creation, drafting, reviewing and editing, publishing, updating, archiving, and deleting. Also, the internal tracking and reporting implemented functionalities of the website support the tracking of the actions by users who are authorized to manage (insert, update, delete, sort) the content in specific areas. Moreover, user access management control measures are used in order to guarantee privacy protection, security and confidentiality.

The graphical User Interface (UI) is intuitive and easy-to-use, all fields searchable are unified under one system for search, contact and other services are provided and always available. It is compliant with Web Content Accessibility Guidelines (WCAG 2018), performance indicators are ensured and well tested, all content is translated in 5 European languages, all most known file extensions are supported, the most known tools for web metrics are used and all necessary actions have been taken to ensure safety, privacy and anonymity.

### **3.3.1.2 User roles**

The current webpage installation is supporting two main user roles: administrator and editor.

#### The Administrator Role

Administrators can perform every task available through the WordPress dashboard, including changing themes, modifying core files, and changing other users' roles. Administrators also have complete control over all content. Although you can have multiple administrators on one site, this role should be reserved for those who truly need full access and can handle the responsibilities.

#### The Editor Role

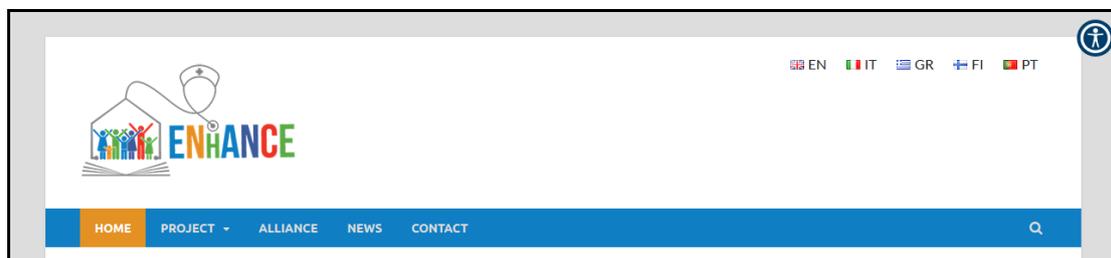
The Editor role is a great choice for users who need permission to access all of the content, but not themes, plugins, or widgets. Editors can publish, edit, or delete any page or post, including those labelled "private". They can also moderate comments and manage categories and links. In short, editors can do almost anything with content, but they can't change any settings. Therefore, at least one editor should be assigned per language from the Project partners.

### **3.3.2 Main template**

The main page introduces users to the site content and purpose as long as the basic features and functions that are supported. This means that a user can see the menu, the searching mechanism, the languages, the introduction, the latest news, the enhance leaflet and subscribe to the mailing list.

In site's template there are divisions for accommodating projects' logo, language indicators (header division, Figure 1), the main menu bar with item list, the latest

news, the social media sharing buttons, a form for subscribing to project's mailing list, and a prompt for downloading project's leaflet (main division- Figure 2).

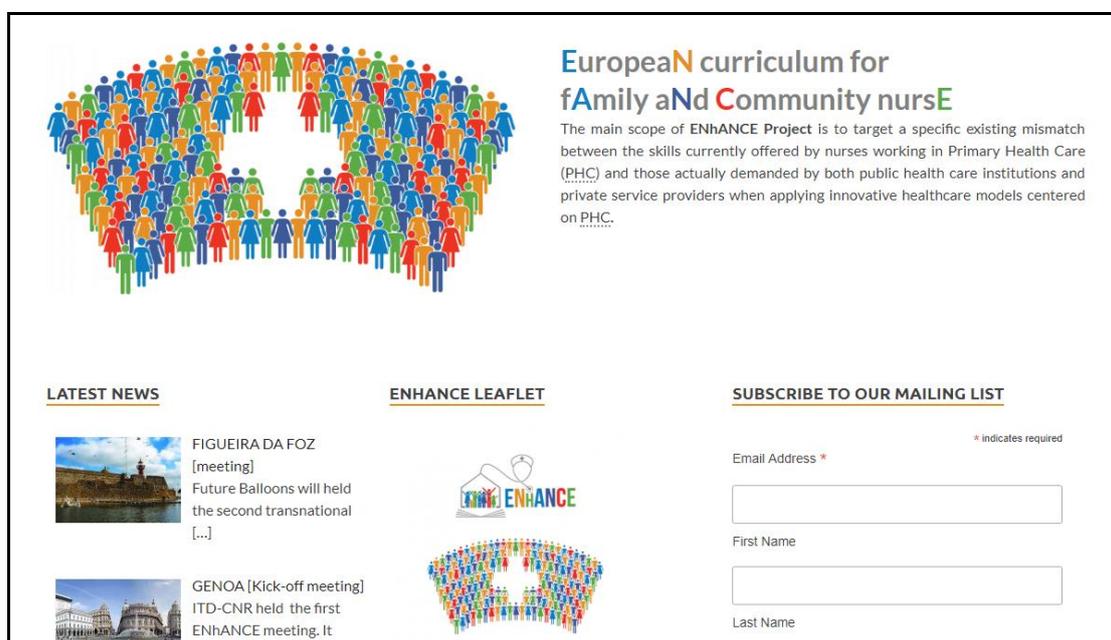


**Figure 1. Header section of main page with menu bar and the accessibility button**

From the item list of the main menu bar the user may choose to read more info from the following sections:

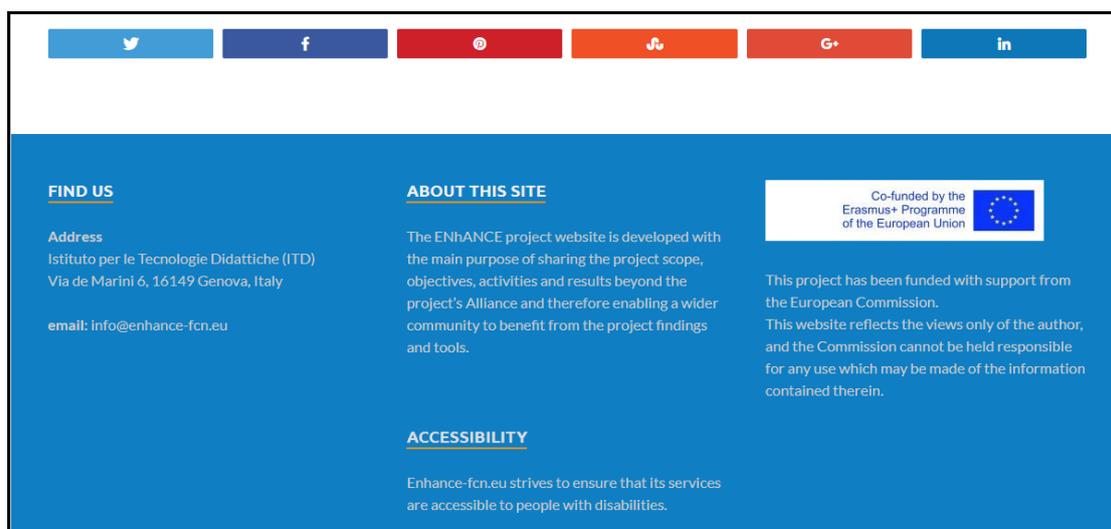
- Home section,
- Project section,
- Alliance Section
- News Section and
- Contact section

Furthermore, by filling the “search” field on the menu bar the user can search for specific information.



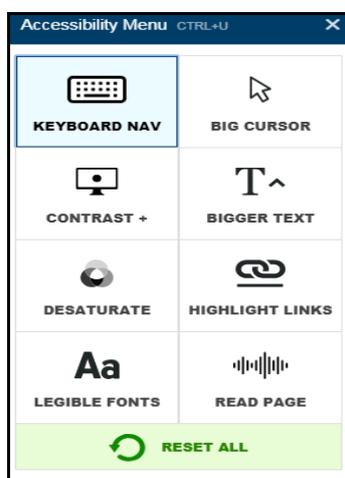
**Figure 2. Main division**

Footer division (Figure 3) of the main page contains basic information about the site itself, the EE disclaimer, the accessibility declaration and the contacting address (coordinator) of the project.



**Figure 3. Footer section with social media buttons**

On the upper right side, we can notice the button (Figure 1) for the accessibility mechanism which is able to provide Keyboard Navigation, Cursor Size Changing, Contrast Editing, Text size editing, Desaturation, Link Highlighting, Font Editing and finally the most important feature which is the ability to provide automatic page voice reading mechanism. By using the accessibility button, the corresponding menu appears (Figure 4).



**Figure 4. Accessibility Menu**

In Annex 2 there is a complete view of the main page of the website.

### 3.3.3 Home section

The home section introduces users to the project by presenting a short text accompanied by a visual element (Figure 5).



Figure 5. Home section

### 3.3.4 Project section

This section provides all the necessary information about the project. The goal, the objectives the methodology and the results of the project are presented here. The section consists of three informative web pages (subsections):

- Overview
- Workplan and
- Outcomes

#### 3.3.4.1 Overview (subsection)

Overview webpage contains an introductory text about the project's rationale and two visual elements about the objectives (Figure 6) and the beneficiaries (Figure 7) of the project.

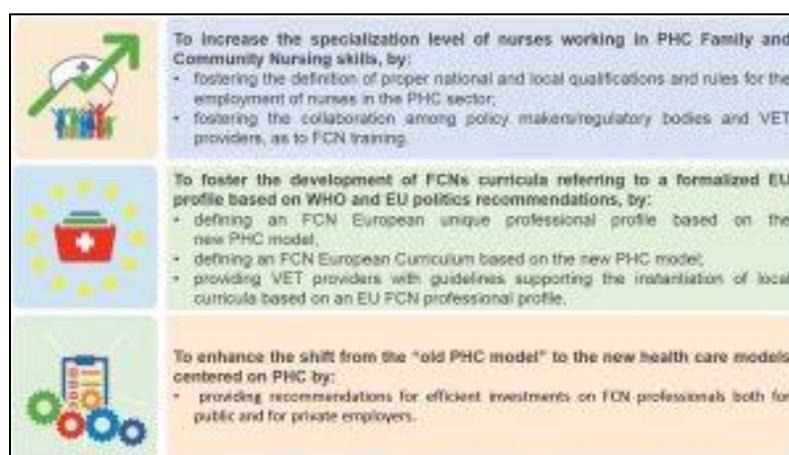


Figure 6. Objectives (visual element)



Figure 7. Beneficiaries (visual element)

### 3.3.4.2 Workplan (subsection)

In Workplan webpage, the various activities of the project are presented with a visual element depicting the structure of the workplan (Figure 8).

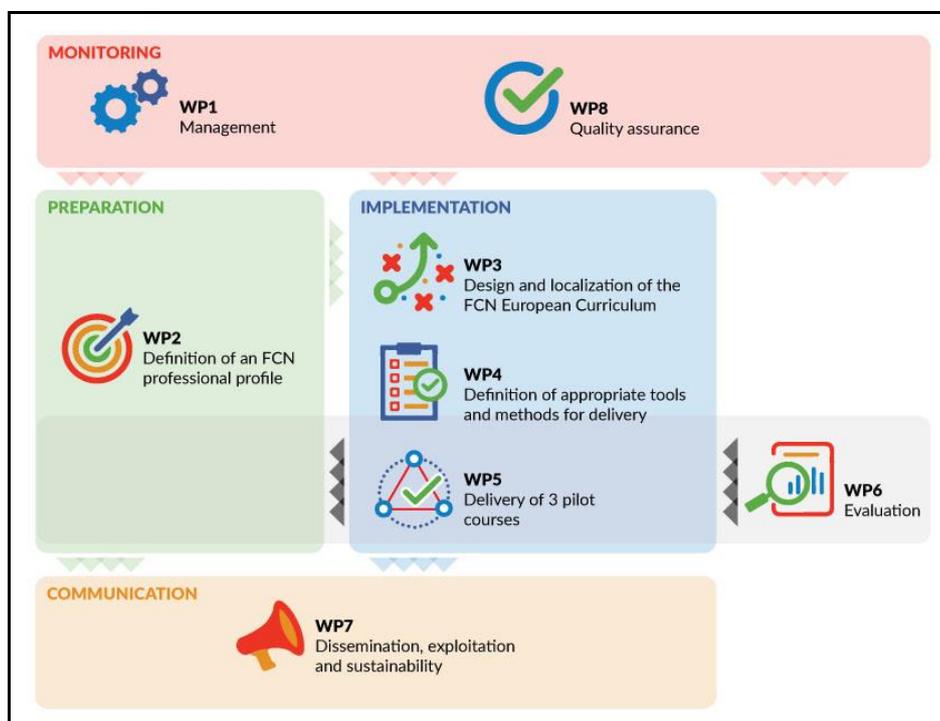


Figure 8. Workplan structure

### 3.3.4.3 Outcomes (subsection)

The webpage presents the short and long-term outcomes in visual form (Figure 9).



Figure 9. Project outcomes

### 3.3.5 Alliance section

The Alliance section provides information about the partners and their role to the implementation of the project. Moreover, a European Map (Figure 10) is implemented with all European countries and zoom in-out buttons, showing the current location of each partner supporting an on mouse over popup showing function.

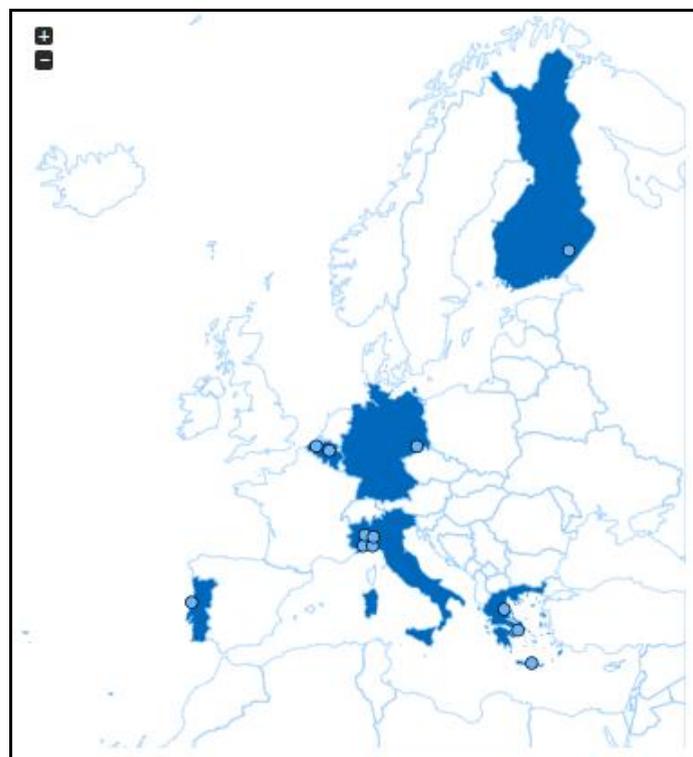


Figure 10. Europe Map with Partners Locations

### 3.3.6 News section

News are considered as posts by the website implementing a mechanism able to show the most recent entry firstly and continue with the other events in chronological order. Each news entry contains a title, a text body, images or links and a featured image which thumbnail is shown in the following figure (Figure 11). All news entries are followed by social sharing buttons.

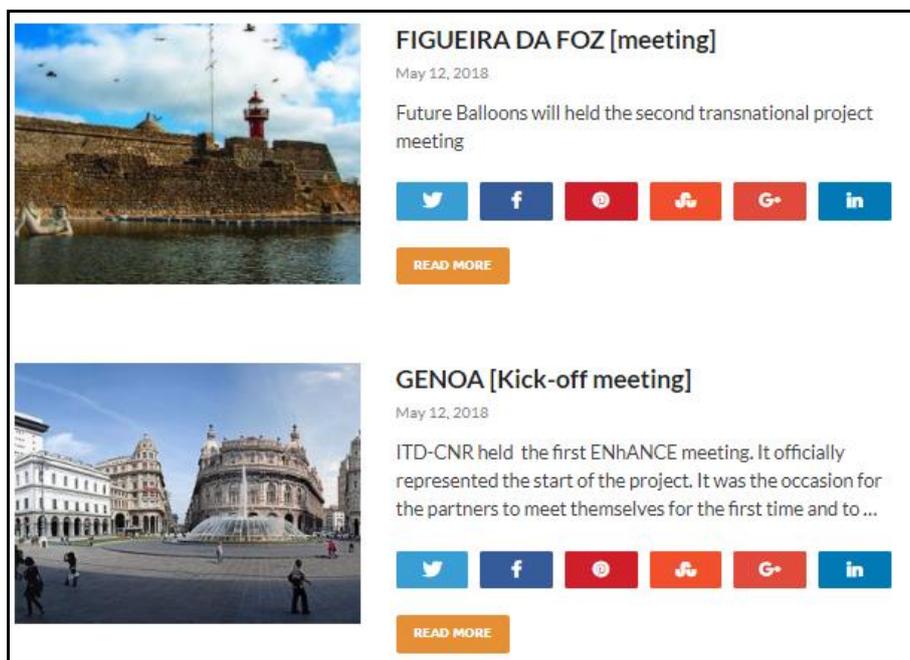


Figure 11. News Example

A list of all news entries can be seen from admins or editors from the Posts Menu. Notice that each of the news entries can be translated into all supported languages of the website, simply by pressing the “pencil” editing icon (Figure 12).

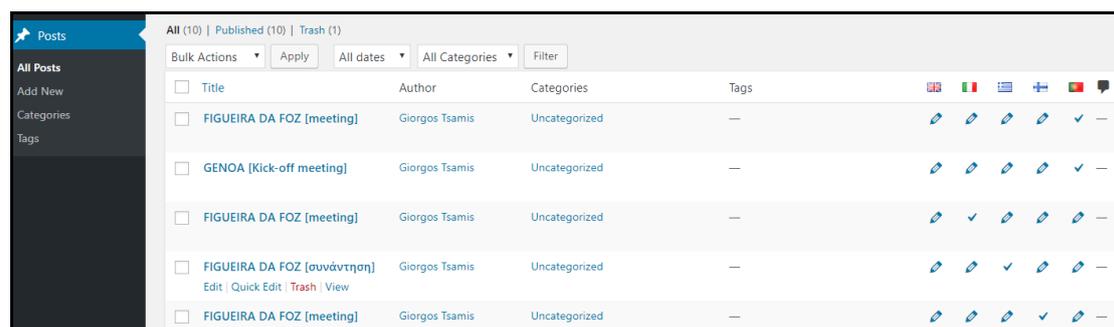
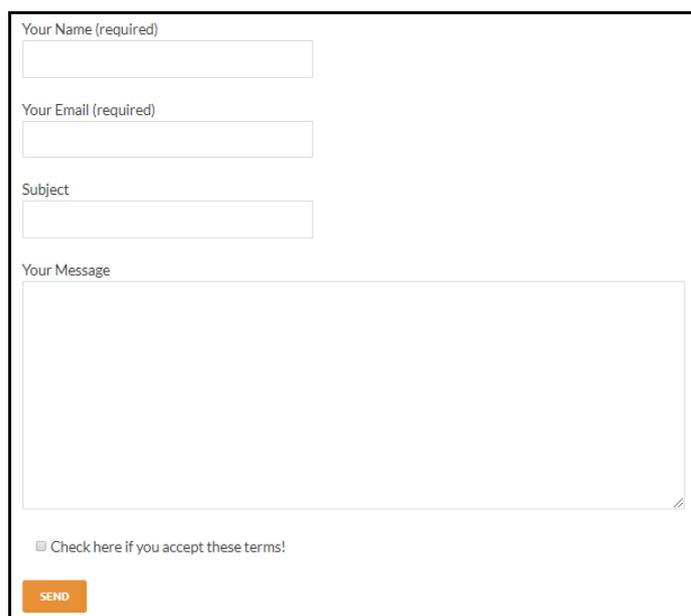


Figure 12. News Editing Menu

### 3.3.7 Contact section

The supported Multilanguage Contact Form (Figure 13) requires from the user the necessary information in order to communicate successfully with the administrator of the web page and moreover to conform with the terms of communication and of course the message itself. All messages are instantly forwarded to the administrator email account and are not stored internally or collected in any way or used for any other purposes.

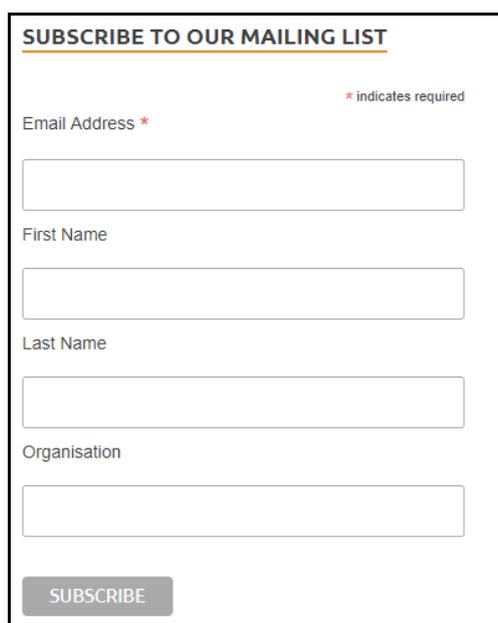


A contact form with the following fields: "Your Name (required)", "Your Email (required)", "Subject", and "Your Message". Below the message field is a checkbox labeled "Check here if you accept these terms!" and a "SEND" button.

Figure 13. Contact Form

### 3.3.8 Mailing list

Supported from the MailChimp service (<https://mailchimp.com>) the subscription mechanism has as input fields the Email Address (which is the only necessary field), the First Name and the Last Name of the person and finally the organisation in which he belongs (Figure 14). All involved storing mechanisms as long as the database are not contained in the website which is able only to inform MailChimp for new entries in the mailing list and wait for the responsive message for successful new subscriptions or error handling message (e.g. in case that a user is already in the mailing list).



A mailing list subscription form titled "SUBSCRIBE TO OUR MAILING LIST". It includes a legend "\* indicates required". The form has four input fields: "Email Address \*", "First Name", "Last Name", and "Organisation". A "SUBSCRIBE" button is located at the bottom.

Figure 14. Mailing List Subscription

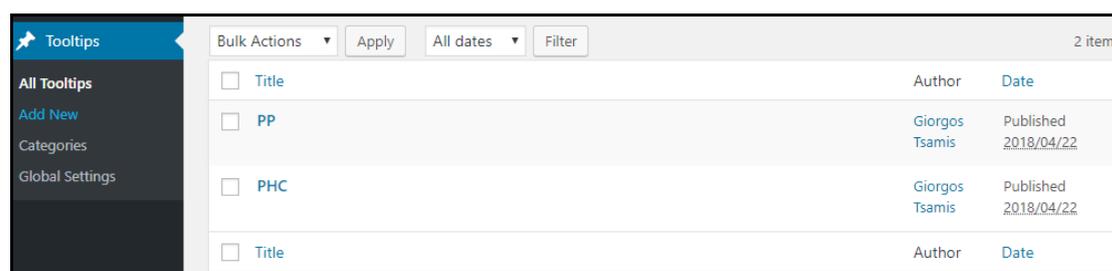
### 3.3.9 Glossary

In the context of the ENhANCE Project, a glossary with the most significant entries for project activities is being produced collaboratively by the partners<sup>1</sup>. Currently, the Alliance has not yet defined a clear policy to determine the level of publishing of the glossary so produced (glossary's entries to be kept for the internal use of the project vs. glossary's entries to be published on the project website).

However, the project website has already been equipped with a specific WordPress plugin to create and manage glossary (or dictionary) sections that groups valuable definitions and automatically links them to their related terms inside your posts and pages. This is also in agreement with what has been defined in the "List of ENHANCE project website requirements", specifically: requirement 8.06.

In this way, the project site is ready to host the glossary once it will be finalized by the Alliance and the level of publishing will be decided.

By means of this WordPress glossary plugin, each user of the site with admin or editor permissions is able to add through menu entries with acronyms and formal explanation. From the menu "Tooltips" (Figure 15) the user can either monitor the status of the current acronyms or make necessary editions.



<input type="checkbox"/>	Title	Author	Date
<input type="checkbox"/>	PP	Giorgos Tsamis	Published 2018/04/22
<input type="checkbox"/>	PHC	Giorgos Tsamis	Published 2018/04/22
<input type="checkbox"/>	Title	Author	Date

**Figure 15. Acronyms List Monitoring**

Moreover, new glossary Items can be easily inserted through the following menu entering the acronym as a Title and the formal explanation as a text content (Figure 16).

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<sup>1</sup> The need for this glossary arose during the first project meeting (Genoa, 17-19 January 2018) when partners felt that they needed to agree on the concepts and terms frequently referred to in the project. A first agreed version of the glossary was produced during the kick-off meeting and shared by the Project Coordinator within the Alliance. On the bases of this first version, SI4LIFE promoted an updating and revision process inviting all the Partners to actively participate in the discussion. This process of collaborative negotiation of the initial terms and definitions of the glossary was mainly conducted through project's mailing lists and served as a basis for the next activities, in particular for WP3. The glossary - in its work-in-progress version - can be reached from the following link:

[https://drive.google.com/open?id=1AaCP1vnzr1C2XV4TzizWMuyfoAdcHFOI-L2qJKE7\\_fm](https://drive.google.com/open?id=1AaCP1vnzr1C2XV4TzizWMuyfoAdcHFOI-L2qJKE7_fm)

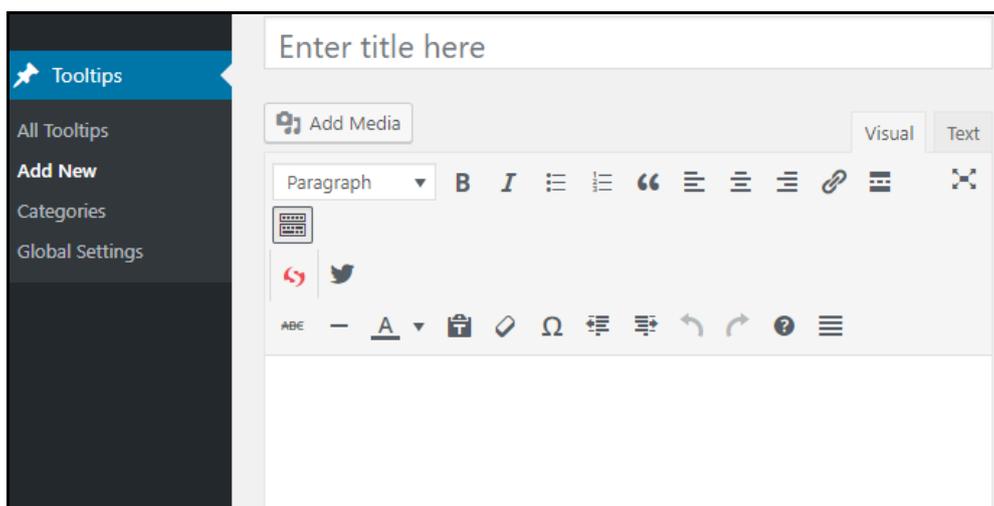


Figure 16. Acronym Insertion Menu

The internal developed mechanism of the website is able to mark all impressions of the denoted acronyms, mark them with a dotted underline (Figure 17) and on mouse over the webpage will reveal a popup message containing the previously inserted formal explanation of the current acronym.



Figure 17. Glossary, Mouse Over Example

### 3.3.10 Multilanguage

Complete text content and all visual elements of the webpage are translated in five European languages (English, Italian, Greek, Finnish and Portuguese). This includes site pages, menus and sub-elements, titles, widgets, posts, files, operations and functions. The languages menu is always visible and accessible from all pages on the right upper side of the website containing both a text representation of the language as long as the default flag of the country (Figure 18). Finally, the website content is accessible and readable by the automatic voice reader of the supported accessibility mechanism.



Figure 18. Languages Menu

Currently, the following translations have been produced by the Alliance – by means of specific template for the translation of the project website's content - and are ready to be implemented in the website: Greek, Italian, and Portuguese.

### 3.3.11 Accessibility plugin

Websites must assist users that have varying degrees of visual impairment by enhancing their browsing experience to best meet their needs and physical limitations. In ENhANCE this is done by designing the implementation of the site to support adaptation in different screen resolutions, big size text and images, high contrast etc. Additionally, an accessibility widget (plugin) is used called UserWay (<https://userway.org>) which assures WCAG 2.0 compliance.

The accessibility plugin improves significantly the support for keyboard-only navigation, as well as enabling users to independently increase the contrast of contents on the site, increase the font size, switch to a more readable font face, use a larger cursor, highlighting links, desaturating content (removing colour from text and images), based on their personal disability and preference. By using plugin's features, the UI of the website effectively helps elderly users overcome any senses that may have softened or deteriorated over time by allowing them to adjust the text size, by highlighting clickable areas so they don't get lost among the other content, by increasing the size of the mouse pointer and by using higher contrast colours. It can also help blind and visually impaired people to become more independent and better integrate with the online world and have a more meaningful browsing experience on the website. Moreover, the widget creates a simpler and more accessible browsing experience for users with mobility issues as well. Millions of people cannot use a mouse or other pointing device and rely solely on their keyboard to navigate in websites. The widget makes smart modifications to elements on site that are identified as potentially non-compliant or that may prevent keyboard-only navigation.

### 3.3.12 Privacy and GDPR

Specific requirements have been identified, during the ENhANCE Project website design phase, in order to clearly define the policies for the management and processing of users' personal information. In particular, specific requirements have been defined and presented in section "11.0 – Legal" of the "List of ENhANCE project website requirements" presented in D7.2.1 (Annex 1):

- The "terms of use" and "privacy" policies shall be published on the project website. (Requirement 11.03, Mandatory)
- The project website should not collect personal information neither uses cookies (Requirement 11.05, Desirable).

With particular regard to the GDPR (General Data Protection Regulation), the ENhANCE Project website ensures its compliance at three different levels:

- A general privacy policy, to be linked in the home page, including key information about how the website uses the users' data.<sup>2</sup>
- Mailing list, with specific features for users to subscribe/unsubscribe and clear information regarding personal data processing.
- Online contact form, with a specific tick box for users to confirm that they accept the terms of using the website and how they agree to be contacted.

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<sup>2</sup> The content of such a data privacy note will be redacted in accordance with the EU General Data Protection Regulation 2016/679, and it will be circulated among the Alliance before being published on the website in order for everyone to be aware of it.

## 4. Social media sites

### 4.1 Scope

The main purpose of communicating on social media platforms is to facilitate an open dialogue between the project and the audience beyond the project's Alliance. An effective social media strategy will enable us to share our knowledge, champion and empower the stakeholders and widen our reach. The social media strategy is intended to be adaptable to the project outputs and will be strictly linked to the dissemination and exploitation plans.

It was agreed not to create dedicated social media accounts for the project but instead use the existing and already known and followed accounts of the different partners to share the content of the project as it is very difficult to build up a steady group of followers from scratch. The content linked to the project will be gathered under a project hashtag: #enhance\_fcn. This will allow the visitor to instantly scan through all the content available. In addition to that, we will use the following existing hashtags in order to attract external stakeholders: #adequateeducation; #bettercare; #improvingcare, #knowledgeiskey.

The different channels of distributions are detailed in the table below (Table 4):

**Table 4: Different channels of distribution**

Channels of distribution	When	Hashtags used	Visual support
<b>Website</b>	In sync with project milestones		News items using photos, infographics or visual elements
<b>Facebook (partners accounts)</b>	In sync with project milestones	#enhancefcn #adequateeducation #bettercare #improvingcare #knowledgeiskey	Sharing news items using photos, infographics or visual elements
<b>Twitter (partners accounts)</b>	In sync with project milestones	#enhancefcn #adequateeducation #bettercare #improvingcare #knowledgeiskey	Sharing news items using photos, infographics or visual elements

Specific key messages have been developed in order to tailor the ENhANCE message according to the identified target groups. These messages are displayed in the table below (Table 5):

**Table 5: ENhANCE message according to the identified target groups**

<p><b>Overarching message across all target groups:</b></p> <p><i>The role of Family and Community Nurses (FCN) is in constant evolution, particularly in the fields of health promotion, disease prevention, disease disclosure and support, long-term rehabilitation and management of chronic diseases. ENhANCE will develop a European curriculum in order to guarantee the FCN competences.</i></p>	
<p><b>Nurses working in PHC</b></p>	<p><i>Towards FCN certification at the European level to improve competences and opportunities</i></p>
<p><b>Patients and their families</b></p>	<p><i>Experience better care thanks to a Family and Community Nurse certification at the European level</i></p>
<p><b>VET providers</b></p>	<p><i>Bridge the gap between Family and Community Nurse curricula and reality, prepare your students for tomorrow</i></p>
<p><b>Public and private healthcare organizations/ institutions</b></p>	<p><i>Offer better care thanks to a Family and Community Nurse certification at the European level</i></p>
<p><b>VET teachers and trainers in the field of nursing</b></p>	<p><i>Bridge the gap between FCN curricula and reality, prepare your students for tomorrow</i></p>
<p><b>Professional associations</b></p>	<p><i>Together towards FCN certification at the European level to improve competences and opportunities</i></p>

## 4.2 Objectives and success criteria

Specific objectives of the project's social media sites strategy have been identified, as follows:

- To raise awareness about the project's rationale and results among a wider audience;

- To share the project content with a wider audience than the website and drag traffic back to the project website;
- To engage people and disseminate call to action;
- To gather all the content under a project hashtag, this will allow the visitor to instantly scan through all the content available;
- To create a multiplier effect by inviting people to share and comment on the project's content;
- Increase recognition, increase social engagement, establish an online social network, searchability.

The tools set in place to measure the reach of our communication strategy, namely Google analytics (to measure the traffic on the website) and MailChimp (to analyse the open, read and click rate of the newsletters) will allow us to closely monitor our reach, and to adapt our strategy if needed. We will measure the success of our communication channels as shown in Table 6.

**Table 6: ENhANCE social media sites - Monitoring indicators**

Social Media Site	Monitoring Indicators
<b>Facebook</b>	Number of "Likes"
	Number of "Shares"
	Number of comments
	Use of #enhance_fcn
	Referrals to the ENhANCE website
	Engagement with interested stakeholders
<b>Twitter</b>	Number of "Likes"
	Number of "retweets"
	Number of comments
	Use of #enhance_fcn
	Referrals to the ENhANCE website
	Engagement with interested stakeholders

The use and traffic of our content on Facebook will be regularly monitored and recorded. The use and traffic of our content on Twitter will be regularly monitored using [keyhole.co](http://keyhole.co). The constant monitoring of the engagement of the stakeholder with our content will enable us to make sure that we have a steadily increasing impact. Measures and angle corrections will be taken if a channel of communication appears to be less responding than others.

### 4.3 Integration with the project website

All the individual pieces of news that will be posted on the project website will be shared on the partner's social media platforms under the umbrella of the project hashtag. Readers will be encouraged to like and share the project content using the

project hashtag (#enhance\_fcn) and the identified existing hashtags (#adequateeducation; #bettercare; #improvingcare, #knowledgeiskey).

In the news section of the project website, we will add a widget that will automatically display every piece of news present on the internet using the project hashtag.

This will facilitate a two-way circle that will allow the traffic to go from the project website to the social media platforms (Facebook and Twitter) and from the social media platform back to the project website.

## **5. Project website and social media sites: roles and activities**

The different partners of the ENhANCE Project's Alliance will contribute to the updating of the project website and to share the content of the project on their respective social media accounts.

As already defined in D7.2.1, EUROCARERS – as WP 7 Leader - will periodically reach out to the project participating partners to highlight that sharing the content to a wider audience is key to the success of the project. The “dissemination monitoring tool” developed in the Dissemination Plan (D7.1.1) will allow the continuous collection of materials.

All stakeholders will be invited to share the content published on the project's website with their social media communities.

## 6. Conclusions and future works

In this document, we have described how a dedicated website for dissemination and communication purposes has been implemented within the ENhANCE Project based on the requirement analysis carried out in the previous stage (D7.2.1). In particular, we have presented the implementation status of the project website and social media sites (first version) at project Month 7 (July 2018).

In the context of this document, the “List of ENhANCE project website requirements” has been used as a checklist for the self-assessment of the implementation of the ENhANCE project website requirements, as defined in D7.2.1. In particular, the aforementioned list has been updated with the column "Status", which presents the state of development and the compliance to the Requirement Analysis (Annex 1, Deliverable D.7.2.1) of the project website.

The website is available online and can be accessed at <https://www.enhance-fcn.eu/>. It will be updated throughout the project, including updated information about the project, news, events, and materials.

Of course, there are still possibilities of further improvement/refinement, especially for those use cases, which so far might have been only partially addressed by the project, and this will be done in the next months. As a matter of fact, in a project like ENhANCE, the requirement refinement for the project website is necessarily a continuous process, which needs to remain open to development and test.

In particular, specific success criteria for monitoring the project website’s success and the social media sites have been identified and presented in this document. In particular, those criteria have been declined into monitoring indicators (both numerical/quantitative and qualitative), which will allow us to better measure the performance of the project’s website and the social media sites during their lifecycle. Plus, we will set in place specific analytics and statistical tools in order to monitor and to measure the reach of our communication strategy. This will allow us to closely monitor our reach, and to adapt our strategy if needed. In such a way, we will continuously be able to measure the success of our communication channels.

Thus, this document will feed the next steps of Task 7.2, devoted to the development of the project website and the adoption of social media sites to support project dissemination. In particular, in D7.2.3 final considerations about the overall requirement definition process will be drawn.

## 7. Annexe 1. List of ENHANCE project website requirements (checklist)

The following list is based on the “List of ENHANCE project website requirements”, presented in the deliverable D7.2.1 “Requirements Analysis”. The list has been updated with the column “Status”, which presents the state of development and the compliance with the Requirement Analysis (Annex 1, Deliverable D.7.2.1) of the project website. This list, within the context of this D7.2.2, is used as a checklist for the self-assessment of the implementation of the ENHANCE project website requirements, as defined in D7.2.1.

It should be noted that mandatory (M) requirements are those for which it has been deemed necessary to prioritize the implementation level to that declared/envisaged in the “List of ENHANCE project website requirements”.

Requirement Priority	
M	<b>Mandatory requirement:</b> this feature shall be built into the final version of the project website.
D	<b>Desirable requirement:</b> this feature should be built into the final version of the project website unless the cost is too high.

Status of compliance (Deliverable D.7.2.2)	
C	<b>Compliant:</b> this feature has been developed and is compliant with the Requirement Analysis (Annex 1, Deliverable D.7.2.1) of the project website.
NC	<b>Non-Compliant:</b> this feature has not been developed or it is not compliant to the Requirement Analysis (Annex 1, Deliverable D.7.2.1) of the project website.

No.	Requirement	Priority	Status
<b>1.0</b>	<b>Content management policy</b>		
1.01	The project website shall support the creation and modification of user roles, content and approval permissions.	M	C
1.02	The project website shall support processes for web content planning and scheduling, creation, drafting, reviewing and editing, publishing, updating, archiving, and deleting.	M	C
1.03	The project website shall support the tracking of the actions by users who are authorized to manage (insert, update, delete, sort) the content in specific areas.	M	C
<b>2.0</b>	<b>User access/login policy</b>		
2.01	The project website shall implement user access management control measures in order to guarantee privacy protection, security and confidentiality.	M	C
<b>3.0</b>	<b>Usability, accessibility, web interface</b>		
3.01	The project website should be easy-to-use and provide an intuitive graphical user interface.	D	C

3.02	The project website should have one unified system for search, with all fields searchable [information should be easy to be found using search].	D	C
3.03	The project website should provide contact and other services always available.	D	C
3.04	The project website should be compliant with the Web Content Accessibility Guidelines (WCAG) 2.0 and the EU principles on accessibility.	D	C
<b>4.0</b>	<b>Performance (Reliability, Supportability, Scalability)</b>		
4.01	The project website should run on a dedicated server, part of a Virtual Machine (VM) infrastructure, supported by a high-availability system.	D	C
4.02	Each content published on the project website should be clearly followed by the indication of its author and its publishing date.	D	NC
4.03	The project website should be hosted at robust servers under the supervision of a legal organization with 24/7 supportability.	D	C
4.04	The project website should be developed through a well-known CMS platform using a bootstrap compatible design theme with respect to mobile first friendly interface supporting scalability.	D	C
<b>5.0</b>	<b>Integration with other (project) technological infrastructures and with social media sites</b>		
5.01	The project website should be linked with the other (project) technological infrastructures, although they all should be able to work independently of each other.	D	C
5.02	Each content page of the project website should be equipped with a set of “social media share buttons” allowing the reader to instantly share the content of their interest to their social media followers.	D	C
<b>6.0</b>	<b>Domain</b>		
6.01	The URL content (name) and TLD (top level domain) for the project website should be chosen also considering aspects related to the SEO mechanisms.	D	C
<b>7.0</b>	<b>Implementation</b>		
7.01	The implementation of project website should be based on one of the well-known open source content management framework.	D	C
<b>8.0</b>	<b>Content</b>		
8.01	The project website should support the creation and utilization of content types. The current set of content types that are created and utilized, in different languages (see 8.03), and must be supported, includes articles, multimedia files, RSS feeds, events, links, etc.	D	C
8.02	Most known file extensions should be supported (e.g. pdf, docx, odt, pptx, jpg, png, avi etc.).	D	C
8.03	The project website should support a multi-language user interface and multi-lingual capabilities.	D	C
8.04	The project website should provide functionality such that language is automatically selected based on the user logged in.	D	C

8.05	Each page/content of the project website should be properly described with metadata schemas, according to international standards.	D	NC
8.06	A glossary including and presenting project related terms should be implemented as a specific section of the project website.	D	NC
<b>9.0</b>	<b>Management, updating</b>		
9.01	Maintenance and update of the content should be carried out by selected authorized users, with specific accessing permissions to selected content areas.	D	C
9.02	Technical maintenance and software update should be done by the administration user.	D	C
9.03	An email account for supporting helpdesk should be known to all registered users.	D	C
<b>10.0</b>	<b>Webmetrics, statistics, reporting</b>		
10.01	The most appropriate tools should be selected based on the quality and the depth the analytics needed.	D	C
<b>11.0</b>	<b>Legal</b>		
11.01	The identity of the project website shall be clearly displayed on the project website.	M	C
11.02	Contact details (electronically or not) shall be displayed.	M	C
11.03	The “terms of use” and “privacy” policies shall be published on the project website.	M	NC
11.04	The project website shall clearly display 1) the EU Disclaimer clearly acknowledging the EU’s support and 2) the Erasmus+ logo and mention “Co-funded by the Erasmus+ Programme of the European Union”	M	C
11.05	The project website should not collect personal information neither uses cookies.	D	C
11.06	The means to support granting intellectual properties should be provided. Intellectual property rights should be applied to all the contents for safeguarding creators.	D	C
<b>12.0</b>	<b>Security</b>		
12.01	The content of the server/VMs as well as of the project website shall be on regular backup schedule.	M	C
12.02	Hardware abstraction provided by Virtualization Technologies shall ensure that the backup system images can be restored on different hardware.	M	C
12.03	The server hosting the website should be protected by a firewall.	D	C
12.04	The Operating System of the server or the hosting VM, as well as the services (web) provided, should be fully updated/patched.	D	C
12.05	The selected CMS framework for developing the website should be fully and continuously updated/patched.	D	C
12.06	The website should be protected by SSL with a trusted certificate for confidentiality (user logins/sensitive information).	D	C
12.07	Role based access control on the website (administrator/editor-	D	C

D7.2.2 ENhANCE website and social media sites (first ENhANCE version)

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	user/public) should be guaranteed.		
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## 8. Annexe 2. The main page of the site

EN IT GR FI PT

HOME PROJECT ALLIANCE NEWS CONTACT

### EuropeaN curriculum for fAmily aNd Community nursE

The main scope of ENhANCE Project is to target a specific existing mismatch between the skills currently offered by nurses working in Primary Health Care (PHC) and those actually demanded by both public health care institutions and private service providers when applying innovative healthcare models centered on PHC.

#### LATEST NEWS

**FIGUEIRA DA FOZ [meeting]**  
Future Balloons will held the second transnational [...]

**GENOA [Kick-off meeting]**  
ITD-CNR held the first ENhANCE meeting. It officially [...]

#### ENHANCE LEAFLET

ENHANCE  
EUROPEAN CURRICULUM FOR FAMILY AND COMMUNITY NURSE

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#### FIND US

Address  
Istituto per le Tecnologie Didattiche (ITD)  
Via de Marini 6, 16149 Genova, Italy  
email: info@enhance-fcn.eu

#### ABOUT THIS SITE

The ENhANCE project website is developed with the main purpose of sharing the project scope, objectives, activities and results beyond the project's Alliance and therefore enabling a wider community to benefit from the project findings and tools.

#### ACCESSIBILITY

Enhance-fcn.eu strives to ensure that its services are accessible to people with disabilities.

Co-funded by the Erasmus+ Programme of the European Union

This project has been funded with support from the European Commission. This website reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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